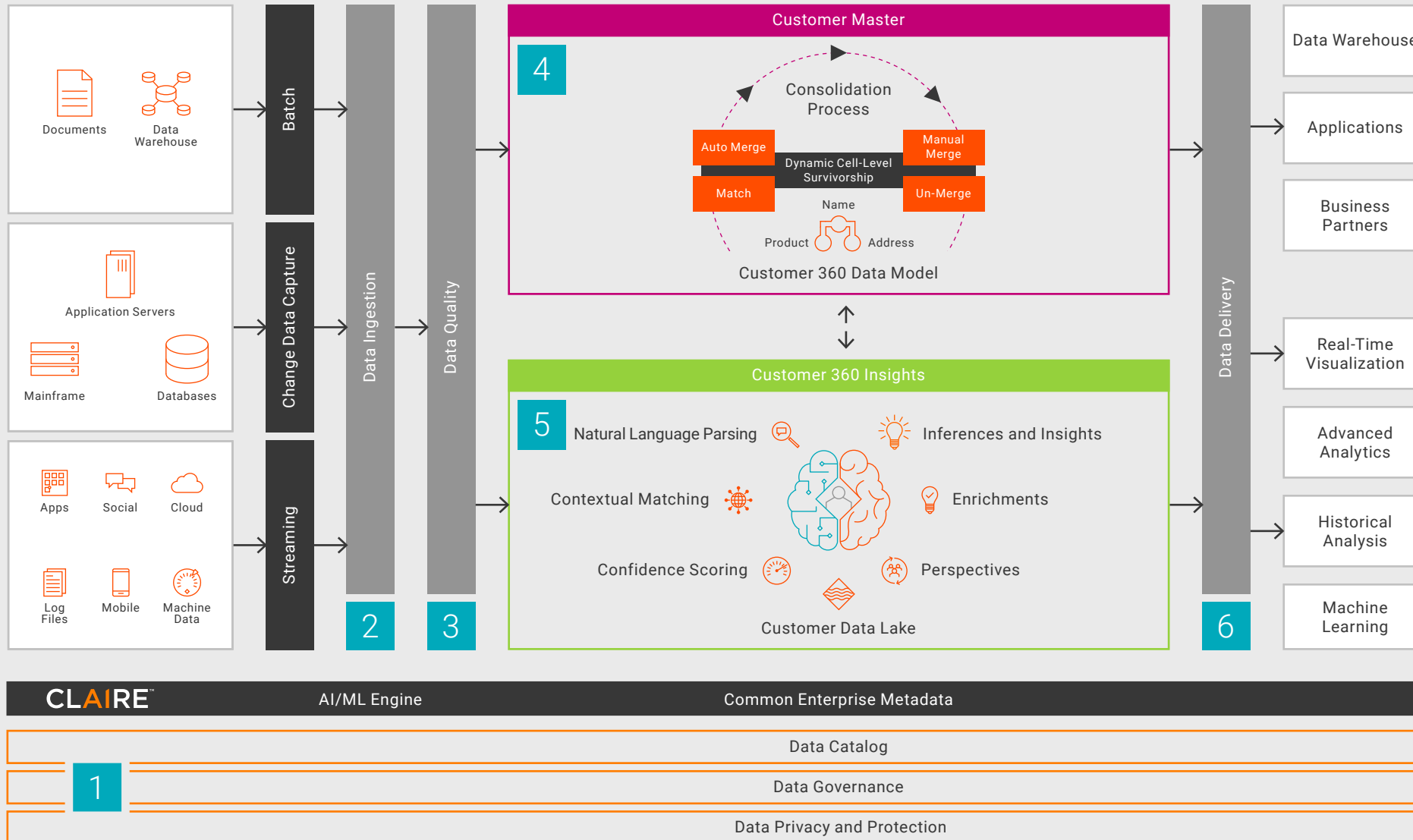


Customer 360

The next-generation Customer 360 Reference Architecture delivers a trusted, actionable view of customer relationships across a business. It provides a framework where organizations can centrally onboard and safeguard customer data, expose relationships across entities, and enrich, verify, and validate customer information so the business can engage relevantly with customers.



Explanation of the Customer 360 Reference Architecture

- 1** Data governance, data catalog, and data privacy and protection underly every Customer 360 initiative. Data governance manages enterprise data proactively. The data catalog identifies data across the business and assesses its relevance for master data. Data privacy and protection secure data access in compliance with government regulations.
- 2** The architecture ingests and integrates customer data from source systems and applications enterprise wide at the speed of business.
- 3** Data quality tools cleanse, standardize, profile, remediate, and monitor data quality to create accurate, consistent, and complete customer data.
- 4** A master data management system matches and merges duplicate customer records, providing a single, trusted version of the truth.
- 5** AI and advanced machine learning connect to customer data from any source and synthesize it into a 360-degree customer view. Insights are consumable in real time for relevant engagement. Graph technology uncovers complex relationships between individuals, households, products, and services.
- 6** Once customer data is clean, connected, and mastered, it is shared with applications, systems, and analytics at various latencies.